FOREWORD

Above all, the author wishes to extend gratitude for the grace of Allah SWT, without which the author would be unable to undertake the mini-thesis proposal titled "Measuring the Effectiveness of The Body Shop Green Marketing and Its Impact on Customer Loyalty with Brand Image as A Mediating Variable" to fulfill the course requirement. Throughout the mini-thesis proposal process, the author has received abundant guidance, constructive feedback, and valuable suggestions from various individuals. Hence, the author expresses sincere appreciation to the following individuals.:

- Mr. Dr. Riski Taufik Hidayah,S.E., M.M. and Ardio Sagita, S.E, M.Sc as mentors and supervisors who offered direction, specialized expertise, and invaluable recommendations to support the author in completing this minithesis proposal.
- Mrs. Dr. Irni Yunita S.T., M.M. As the author's guardian lecturer, Mrs Irni Yunita has consistently provided support, motivation, and guidance throughout the author's academic career at Telkom University.
- 3. The author expresses gratitude to their dearly father, Mr. Zulkarneidi S.E., and mother, Mrs. Susilawati, for their unwavering prayers and boundless encouragement during the author's academic endeavours.
- 4. The author's intimate circle, consisting of Irfan Adriansyah, Aileen Devita Adjani, Hafizul Ahmad, and Alvi Shahrina Ginting who actively contributed to supporting and facilitating the completion of this minithesis proposal.
- 5. To everyone who took part as a respondent or in any capacity and made contributions either directly or indirectly to the mini-thesis proposal.
- 6. The author's beloved fictional character Nico Robin, who gives emotional support while writing on this study.

While acknowledging that this thesis may not be perfect, the author aims for it to serve as a valuable asset for future research endeavours, providing substantial insights in the field of marketing studies.